



MSNIM

**MANEL SRINIVAS NAYAK  
INSTITUTE of MANAGEMENT**

MSNIM Besant Campus, Bondel, Mangaluru – 575 008, D.K. District, Karnataka State, India  
(Affiliated to Mangalore University, Approved by AICTE)  
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## **Criteria 2- Teaching- Learning and Evaluation**

### **Key Indicator- 2.6. Student Performance and Learning Outcome (90)**



***2.6.2 CO-PO Attainment (20)***

**MANEL SRINIVAS NAYAK INSTITUTE OF MANAGEMENT**

WOMEN'S NATIONAL EDUCATION SOCIETY

MSNIM, Bondel Campus, Mangalore – 575 008

Ph: 8951303111

Website: [www.msnim.edu.in](http://www.msnim.edu.in)



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**CO-PO Mapping for the courses of Choice-Based Credit System 2019-20**

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**SEMESTER I**

**COURSE NAME: MODERN ORGANISATION AND MANAGEMENT**

**COURSE CODE: MBAH 401**

**Course Outcomes**

CO1: Acquire knowledge on the evolution of Management discipline

CO2: Have understanding about the management concepts.

CO3: Be able to solve the problems of organizations in an integrated manner.

CO4: Understand the management challenges in the changing business world.

CO5: Comprehending & correlating all of the management roles that occur around with  
basic management concepts and principles.

CO6: Understand the overview of its management, management theory and practical  
applications.

CO7: Students should get a clear idea about the Strategic Management concept, its  
relevance, characteristics, nature, process and purpose

**MAPPING COs WITH POs High=3, Medium=2, Low=1**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1	03								
CO2	03	03							
CO3		03		03					
CO4			03						
CO5							03	03	02
CO6	03	02		03			03	02	02
CO7					03		02		







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**SEMESTER I**

**COURSE NAME: BUSINESS ANALYTICS**

**COURSE CODE: MBAS 410**

**Course Outcomes**

CO1: Enable all participants to recognise, understand and apply the language, theory and models of the field of business analytics.

CO2: Foster an ability to critically analyze, synthesize and solve complex unstructured business problems.

CO3: Encourage an aptitude for business improvement, innovation and entrepreneurial action.

CO4: Encourage the sharing of experiences to enhance the benefits of collaborative learning.

CO5: Instil a sense of ethical decision-making and a commitment to the long run welfare of both organisations and the communities they serve.

CO6: Enable data-driven decision making that has the potential to increase profits and improve efficiency.

CO7: With predictive analytics, allow businesses to plan for the future in ways that were previously impossible.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1	03	02							
CO2		02				02			01
CO3			03				02		
CO4				01			02		
CO5					02	02			
CO6						02	03		
CO7	02	03							02





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**SEMESTER II**

**COURSE NAME: HUMAN RESOURCE MANAGEMENT**

**COURSE CODE: MBAH 451**

**Course Outcomes**

CO1: Knowing HRM functions, concepts, role analysis that promotes the creation of a job description and job specification for different employee levels for students.

CO2: Synthesize information on recruitment process efficiency, sources & formal selection method comprehension.

CO3: Identify different types of preparation, and develop a training program.

CO4: Understand the concept of an organization's performance assessment process.

CO5: Have knowledge of the concepts and tools of HRM as relevant to industrial organisation.

CO6: Have an understanding of the role of HRM in the overall strategy setting.

CO7: Able to know the importance of training and development, and performance appraisal.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				03			02		
CO2			02	02					
CO3			02						03
CO4	03	02							
CO5	02				02				
CO6							02	02	
CO7							02		02





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**SEMESTER II**

**COURSE NAME: MARKETING MANAGEMENT**

**COURSE CODE: MBAH 452**

**Course Outcomes**

CO1: Build a capacity to assess the impact of the marketing feature on the environment.

CO2: Able to formulate marketing strategies.

CO3: Understand psychological and sociological factors that influence purchasing.

CO4: Develop marketing strategies based on goals of product, price, position and promotion.

CO5: Able to segment the market.

CO6: Analyse the product life cycle so as to overcome the competition

CO7: Analyse the recent trends in marketing.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1	03			01					
CO2					03		02		
CO3		02							
CO4			03			01			
CO5				03			01		
CO6		01		02					
CO7	01		02						



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**SEMESTER II**

**COURSE NAME: INDIAN BUSINESS ENVIRONMENT**

**COURSE CODE: MBAH 453**

**Course Outcomes**

- CO1: Students will get an understanding of the Business macro climate and various macroeconomic principles.
- CO2: The student should understand past and present industrial policies and development over time, and how the structure of Indian Industry evolved over time.
- CO3: The student will be exposed to different nation and state economic policies.
- CO4: The students will be able manage their roles in the changing business scenario.
- CO5: Able to Analyse the environmental factors that influence business.
- CO6: Able to understand the impact of technical environment on business.
- CO7: Able to assess the influence of nature on business.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1	03	03		01					
CO2		03			02				
CO3	01			03					
CO4						02	03	03	
CO5		01		02					
CO6						02	02		
CO7		03	02						





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**SEMESTER II**

**COURSE NAME: OPERATIONS MANAGEMENT**

**COURSE CODE: MBAH 455**

**Course Outcomes**

- CO1: Define different types of productivity, and productivity measures.  
CO2: Apply principles of value analysis and value engineering to specific operations management situations.  
CO3: Apply different types of charts and diagrams to conduct study of the work and the method.  
CO4: Explaining the need for aggregate planning, and the aggregate planning steps.  
CO5: Able to prepare Resources Planning and Scheduling of Operations.  
CO6: Illustrate how organizational capacity planning and its relationship to MRP is performed.  
CO7: Elaborate on the JIT, lean, 5s, TPM, BPR, six sigma, world class Fabrication principles.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1	03								
CO2					03				
CO3		02							
CO4			03						
CO5				03					
CO6				03					
CO7			02						



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**SEMESTER III**

**COURSE NAME: ENTREPRENEURSHIP AND START-UPS**

**COURSE CODE: MBAH 501**

**Course Outcomes**

CO1: Identifying research problems of entrepreneurs and able to provide solution for the same.

CO2: Acquire the skills to identify new areas of business.

CO3: Able to identify potential source of finance.

CO4: Acquire the skill to analyse and identify the potential market for the new business.

CO5: Able to provide suggestions to face the Challenges of Woman Entrepreneurs

CO6: Able to evaluate the established business to acquire it.

CO7: Able to manage small business.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1		03			02		02		
CO2	03	01							
CO3				03					
CO4			03			02			
CO5			02					03	02
CO6	01		02						
CO7			02						01



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**SEMESTER III**

**COURSE NAME: STRATEGIC COST MANAGEMENT**

**COURSE CODE: MBAH 502**

**Course Outcomes**

- CO1: Analyse the CVP techniques to determine optimal managerial decision.  
CO2: Experiencing on budgeting techniques.  
CO3: Making decision on cost analysis.  
CO4: Use the theoretical knowledge for decision making.  
CO5: Analyse the financial position of the companies.  
CO6: Understand the practical difficulties in cost management.  
CO7: Able to prepare budgets for companies.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1		03		01					
CO2		02		02					
CO3	01								
CO4	02								
CO5								01	
CO6			02		01				
CO7				02					









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**SEMESTER III**

**COURSE NAME: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

**COURSE CODE: MBAS 505**

**Course Outcomes**

- CO1: Acquire the knowledge of capital market and its functions and products.  
CO2: Able to distinguish the investment products based on its risk and return.  
CO3: Able to select and construct best portfolio.  
CO4: Able to provide investment advice to the clients.  
CO5: Able to identify and manage the risks associated with the investment's avenues.  
CO6: Able to use derivatives in managing risks.  
CO7: Able to Analyse the capital market.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1				01					
CO2	01								
CO3		02							
CO4								02	
CO5			01						
CO6				02					
CO7					01				



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**SEMESTER III**

**COURSE NAME: TAX PLANNING**

**COURSE CODE: MBAS 506**

**Course Outcomes**

CO1: Acquire the knowledge of corporate and personal tax laws.

CO2: Able to Analyse the corporate and personal tax planning.

CO3: Understand the consequence of Tax Evasion, Tax Avoidance.

CO4: Able to prepare and file personal tax returns.

CO5: Able to avail all kinds of reliefs, exemptions, deductions and tax benefits.

CO6: Understand the recent trends in tax laws.

CO7: Able to evaluate tax planning with regards to specific managerial decisions.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1	03		02						
CO2	03	03							
CO3	02				03				
CO4					03	02			02
CO5				02	03				
CO6					02	03			
CO7			02	03					



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**SEMESTER III**

**SPECIALIZATION: MARKETING MANAGEMENT**

**COURSE NAME: MARKETING RESEARCH AND CONSUMER BEHAVIOUR**

**COURSE CODE: MBAS 507**

**Course Outcomes**

- CO1: Learn the tools and techniques to translate a marketing decision problem into a research question.
- CO2: Design a research plan, analyse the data gathered.
- CO3: Accurately interpret and communicate survey reports.
- CO4: Translating the results into practical recommendations.
- CO5: Identify the dynamics of human behaviour.
- CO6: Analyze the basic factors that influence the consumer decision process.
- CO7: To demonstrate how concepts may be applied to marketing strategy.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1		03		02					
CO2	02			02					
CO3		02		02					
CO4			02			02			
CO5			02				02		
CO6			02			02			
CO7				02			02		





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**SEMESTER III**

**COURSE NAME: RETAIL MANAGEMENT**

**COURSE CODE: MBAS 509**

**Course Outcomes**

- CO1: To understand the importance of retail management.  
CO2: To gain knowledge over emerging trends in retailing.  
CO3: To understand the difficulties of retail operations.  
CO4: To realise the job opportunities in retail management.  
CO5: To get in-depth knowledge to become self-employed.  
CO6: To understand the emerging trends in retail sector  
CO7: To realise the importance of marketing research in retail sector.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1			03	02					
CO2				03					01
CO3	03				01				
CO4			03					01	
CO5		02					03		
CO6		02					03		
CO7	01	03							





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**SEMESTER III**

**COURSE NAME: EMPLOYEES RELATIONS MANAGEMENT**

**COURSE CODE: MBAS 511**

**Course Outcomes**

CO1: Understand the relationship between employer relatives and labour legislations.

CO2: Understand the importance of WPM and conflict management in industries.

CO3: In- depth knowledge on present scenario of industrial relations.

CO4: Demonstrate the knowledge in this area and solve complex corporate problems.

CO5: Identify business opportunities, design and implement innovations in work space.

CO6: Apply reasoning informed by the contextual knowledge in the given area.

CO7: Apply ethical principles for making judicious managerial decisions.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				03	02				
CO2				03	02				
CO3	03			02	01				
CO4			03	02					
CO5			03	01					
CO6	03				03				
CO7			02			03			



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**SEMESTER III**

**COURSE NAME: STRESS MANAGEMENT**

**COURSE CODE: MBAS 512**

**Course Outcomes**

- CO1: To understand the nature and consequences of stress.  
CO2: To understand the impact of stress on work.  
CO3: To recognise the stressors, Adaptive and Maladaptive behaviour.  
CO4: To engage students in independent and life-long learning.  
CO5: To identify the key issues facing a business or business subdivision.  
CO6: To develop analytical and critical thinking abilities for decision making.  
CO7: To integrate tools and concepts from multiple functional areas.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				02			02	02	
CO2					02			02	
CO3				02		02	01		
CO4						02	02		03
CO5		03				02			
CO6			02		02	02			
CO7				02		02			





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**SEMESTER IV**

**COURSE NAME: INTERNATIONAL FINANCIAL MANAGEMENT**

**COURSE CODE: MBAS 554**

**Course Outcomes**

CO1: Understand the global financial environment and International Flow of funds.

CO2: Interpret the operation of financial market and exchange rate determination.

CO3: Recognize foreign exchange risk management.

CO4: Assess the various factors and methods to evaluate the country risk in the context of  
FDI.

CO5: Address the special issues involved in multinational capital budgeting and cash  
management.

CO6: Able to manage international fund flow.

CO7: Able to analyze and manage Country risk.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1			02						
CO2				01					
CO3				02					
CO4					01				
CO5						02			
CO6						01			
CO7			02						



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**SEMESTER IV**

**COURSE NAME: CORPORATE RESTRUCTURING**

**COURSE CODE: MBAS 555**

**Course Outcomes**

- CO1: Acquire and demonstrate expert knowledge in the specific subject area of corporate restructuring.
- CO2: Critically evaluate different types of Merger and Acquisition, take over and different strategies.
- CO3: Understand the principles and techniques of corporate restructuring.
- CO4: Able to manage tax issues associated with corporate restructuring.
- CO5: Evaluate synergies of mergers & acquisition deals.
- CO6: Able to procure financing for mergers and acquisitions.
- CO7: Able to manage revival, rehabilitation and restructuring of sick companies

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	03	02							
CO2			03			02			
CO3					03	02			
CO4					02	03			
CO5			02		03				
CO6		02		03					
CO7					02	03			



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**SEMESTER IV**

**SPECIALIZATION: MARKETING MANAGEMENT**

**COURSE NAME: INTERNATIONAL MARKETING MANAGEMENT**

**COURSE CODE: MBAS 556**

**Course Outcomes**

CO1: Get practical experiences about import/export documentation.

CO2: Visualize the role of commercial banks and other financial institutions in export and import management.

CO3: Practical experience in export/import documentation

CO4: Demonstrate the knowledge in this area and solve complex corporate problems.

CO5: Identify business opportunities, design and implement innovations in work space.

CO6: Apply reasoning informed by the contextual knowledge in the given area.

CO7: Apply ethical principles for making judicious managerial decisions.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO									
CO1	01				02				
CO2			02						
CO3				02					
CO4	01	01							
CO5			03		01				
CO6					03				
CO7						03			



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**SEMESTER IV**

**COURSE NAME: SERVICES MARKETING**

**COURSE CODE: MBAS 557**

**Course Outcomes**

CO1: Creates an understanding what quality means and how customers develop perceptions of service quality.

CO2: In depth knowledge on consumer behaviour in service delivery.

CO3: Practicality of service design and service standards.

CO4: Demonstrate the knowledge in this area and solve complex corporate problems.

CO5: Identify business opportunities, design and implement innovations in work space.

CO6: Apply reasoning informed by the contextual knowledge in the given area.

CO7: Apply ethical principles for making judicious managerial decisions.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1			02			01			
CO2			02			02			
CO3		02					02		
CO4		02	02						
CO5			02		02				
CO6				02			02		
CO7						03	02		



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**SEMESTER IV**

**COURSE NAME: RURAL MARKETING**

**COURSE CODE: MBAS 558**

**Course Outcomes**

- CO1: Develop required skills to manage rural customers.  
CO2: Strategies to overcome the practical difficulties of rural marketing  
CO3: Explore the job opportunities in rural marketing  
CO4: Demonstrate the knowledge in this area and solve complex corporate problems.  
CO5: Identify business opportunities, design and implement innovations in work space.  
CO6: Apply reasoning informed by the contextual knowledge in the given area.  
CO7: Apply ethical principles for making judicious managerial decisions.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1		02		01					
CO2			01		03				
CO3						02			01
CO4	02				01				
CO5	01		03						
CO6		01			03				
CO7	01					03			



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**SEMESTER IV**

**SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

**COURSE NAME: GLOBAL HUMAN RESOURCES MANAGEMENT**

**COURSE CODE: MBAS 559**

**Course Outcomes**

CO1: Get in-depth knowledge about the different dimension of GHRM.

CO2: Understand MNCs and their HR practices.

CO3: Acquire required competencies for international HR managers.

CO4: Demonstrate the knowledge in this area and solve complex corporate problems.

CO5: Identify business opportunities, design and implement innovations in work space.

CO6: Apply reasoning informed by the contextual knowledge in the given area.

CO7: Apply ethical principles for making judicious managerial decisions.

**MAPPING COs WITH POs High=3, Medium=2, Low=1**

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1			01		02				
CO2	02		02			03			
CO3						02	03		
CO4		03							
CO5			03			02			
CO6	03				02				
CO7						03		02	



MSNIM

**MANEL SRINIVAS NAYAK  
INSTITUTE of MANAGEMENT**

MSNIM Besant Campus, Bondel, Mangaluru – 575 008, D.K. District, Karnataka State, India  
(Affiliated to Mangalore University, Approved by AICTE)  
(Sponsored by: Women's National Education Society)

**SEMESTER IV**

**COURSE NAME: COMPENSATION MANAGEMENT**

**COURSE CODE: MBAS 560**

**Course Outcomes**

CO1: Develop remuneration and reward strategies.

CO2: Have an insight to compensation methods at different levels.

CO3: Get theoretical and practical input about salary structure of employees.

CO4: Demonstrate the knowledge in this area and solve complex corporate problems.

CO5: Identify business opportunities, design and implement innovations in work space.

CO6: Apply reasoning informed by the contextual knowledge in the given area.

CO7: Apply ethical principles for making judicious managerial decisions.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	03								
CO2			03					03	
CO3								03	
CO4				03					
CO5		03							
CO6	03								
CO7						03			



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**SEMESTER IV**

**COURSE NAME: PERFORMANCE MANAGEMENT**

**COURSE CODE: MBAS 561**

**Course Outcomes**

- CO1: Get practical experience to build high performing.  
CO2: Understand the role of HR managers in performance management.  
CO3: Able to build high performing teams.  
CO4: Demonstrate the knowledge in this area and solve complex corporate problems.  
CO5: Identify business opportunities, design and implement innovations in work space.  
CO6: Apply reasoning informed by the contextual knowledge in the given area.  
CO7: Apply ethical principles for making judicious managerial decisions.

***MAPPING COs WITH POs High=3, Medium=2, Low=1***

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1			02			01			
CO2	02							02	
CO3			01				03		
CO4	03	02	02						
CO5			03		01				
CO6					03	02			
CO7						03			02